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PATENT

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re application of:
SLANEY, et al

Application No.: 09/724,956

Filed: November 28, 2000

For: AUCTION FOR TARGETED CONTENT

Group Art Unit: 2611

Examiner: Unknown

Attorney Docket No. INT1P914

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POWER OF ATTORNEY BY ASSIGNEE
AND REVOCATION OF PREVIOUS POWERS

Assistant Commissioner for Patents
Washington, D. C. 20231

Sir:

Interval Research Corporation ("assignee"), a Washington corporation having a place of business at 3250 Ash Street, Palo Alto, CA 94306 certifies that to the best of assignee's knowledge and belief it is the assignee of the entire right, title, and interest in and to the above-referenced patent application and represents that the undersigned is a representative authorized and empowered to sign on behalf of the assignee.

Assignee has reviewed the assignment document that evidences the placement of title in the assignee, a true and correct copy of which is attached hereto, and understands and believes that this assignment document has been submitted for recordation in the U.S. Patent and Trademark Office.

Pursuant to 37 C.F.R. §§1.36 and 3.71, the assignee hereby revokes all powers of attorney previously given and appoints Lee Van Pelt, Reg. No. 38,352; Susan C. Yi, Reg. No. 39,883; and William J. James, Reg. No. 40,661 all of the law firm of Van Pelt & Yi LLP

Attorney Docket No.

with full power of substitution and revocation, to prosecute this application and to transact all business in the Patent and Trademark Office connected therewith.

Pursuant to 37 C.F.R. §3.71, the assignee hereby states that prosecution of the above-referenced patent application is to be conducted to the exclusion of the inventor(s).

Please send all correspondence for this application as follows:

Customer No. 21912
VAN PELT & YI LLP
4906 El Camino Real
Suite 205
Los Altos, CA 94022

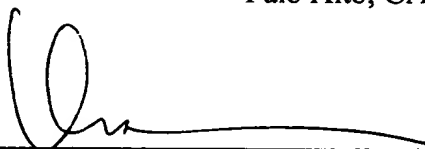
Please direct any calls to Lee Van Pelt at (650) 903-3503.

Assignee of Interest:

Company Name: Interval Research Corporation
3250 Ash Street
Palo Alto, CA 94306

Date

1/22/02



Name: Michael Lee
Title: Vice President

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) Attorney Docket No.: INT1P914

) Examiner: Unknown

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) Date: May 6, 2002

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CERTIFICATE OF MAILING

I hereby certify that this correspondence is being deposited with
the United States Postal Service as First Class Mail to: Assistant
Commissioner for Patents, Washington, DC 20231 on May 7
2002.

Signed: Pat Tate

Pat Tate

Assistant Commissioner for Patents
Washington, DC 20231

Sir:

Transmitted herewith is the Power of Attorney by Assignee and Revocation of Previous
Powers for the above-entitled matter.



Applicant(s) believe that no fee is required; however, if it is determined that such
fee is required, Applicant(s) hereby authorize the Commissioner to charge the
required fees Deposit Account No. 50-0685 (INT1P914).

Respectfully submitted,
VAN PELT & YI LLP

Susan C. Yi
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